



1/17

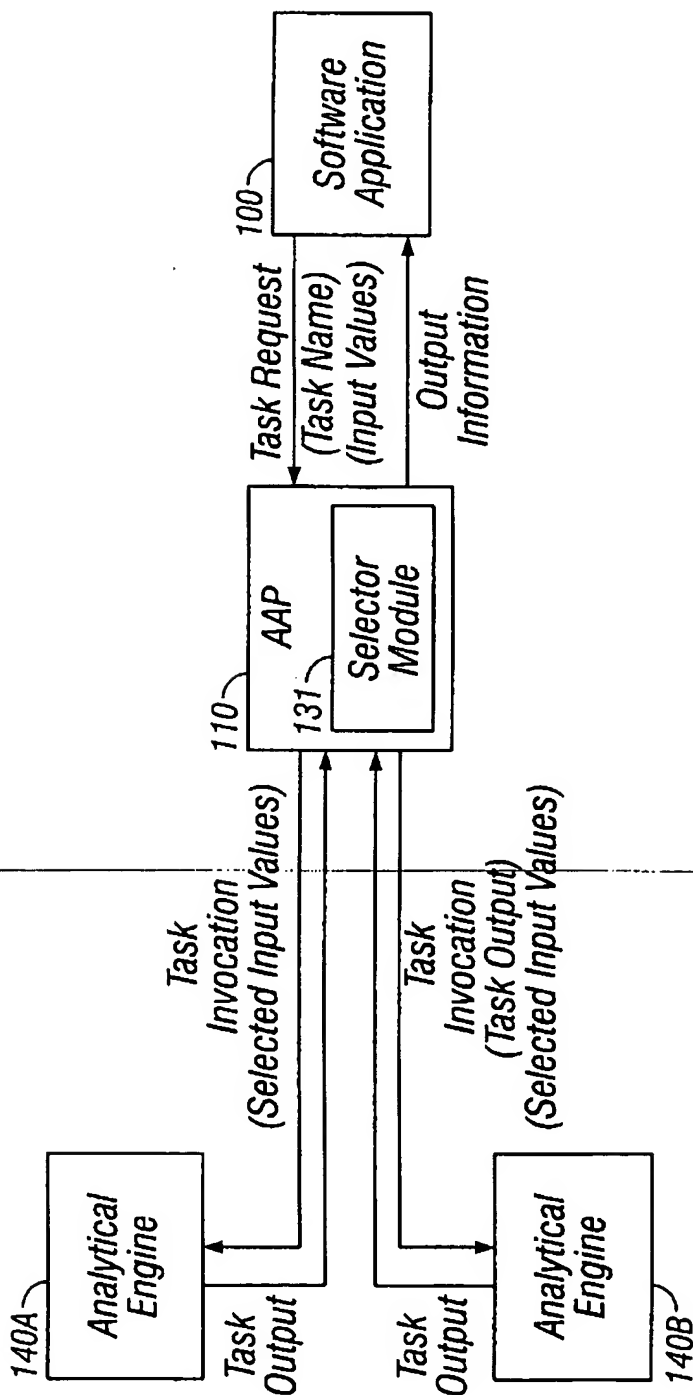


FIG. 1A

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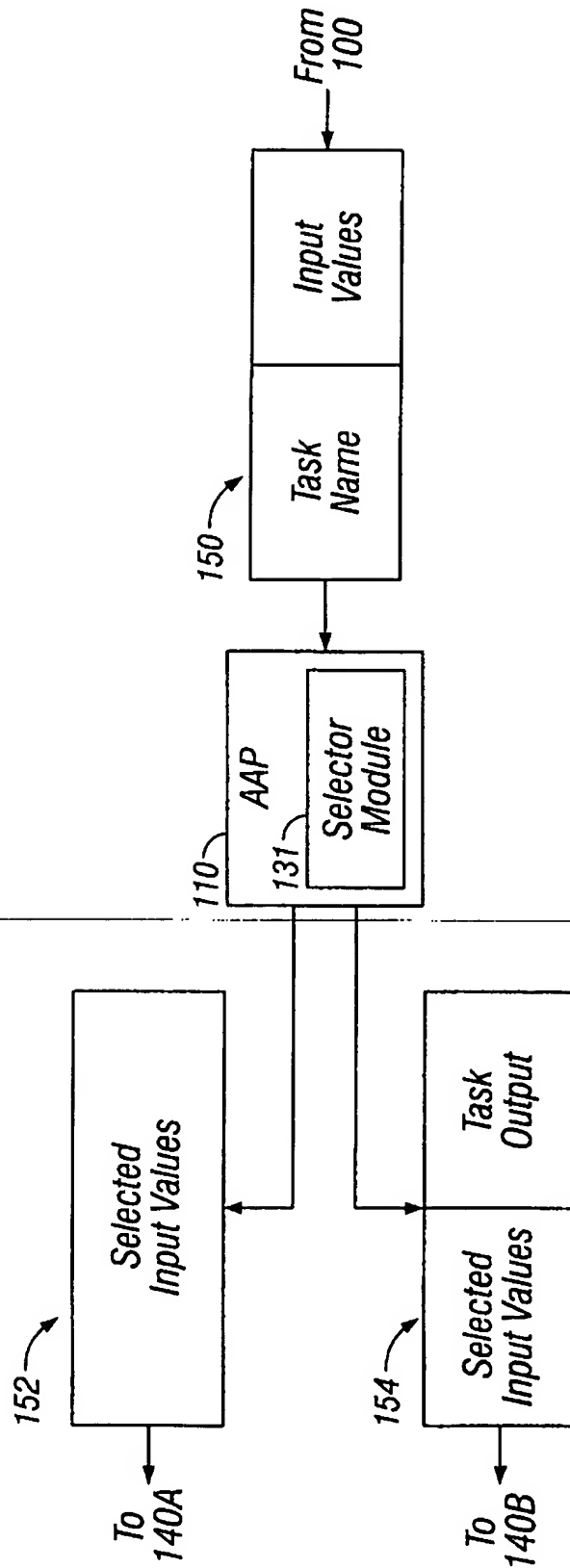


FIG. 1B

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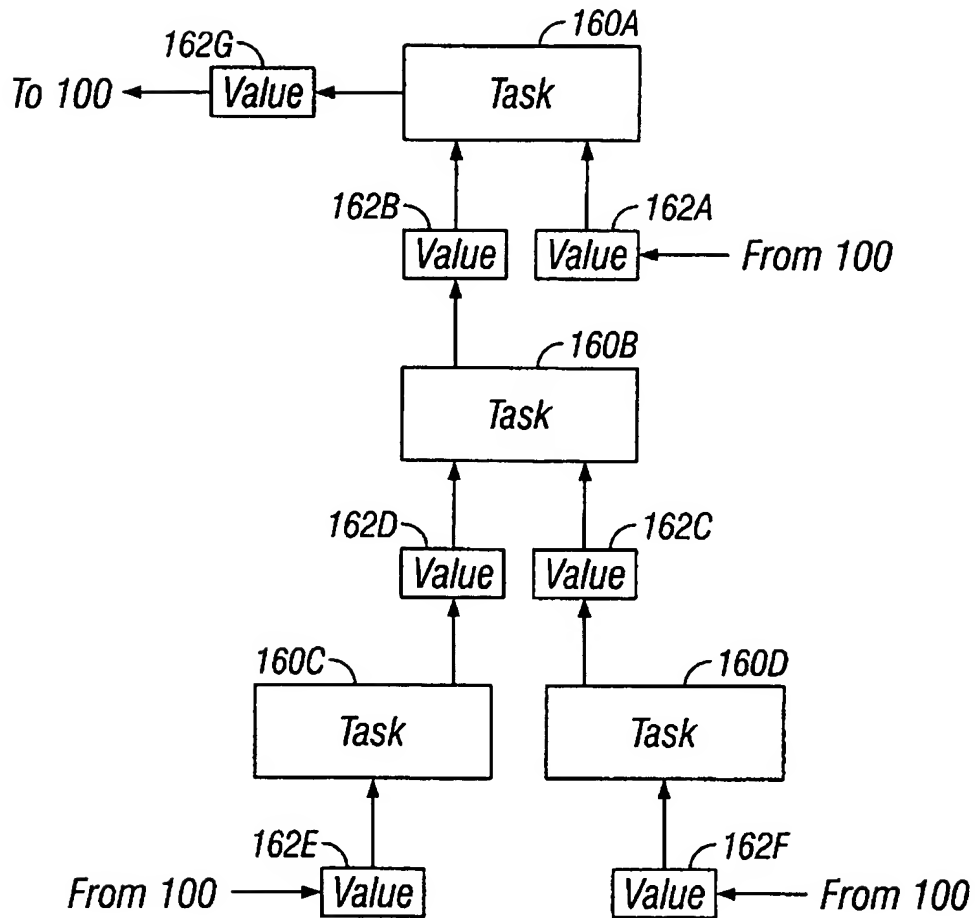
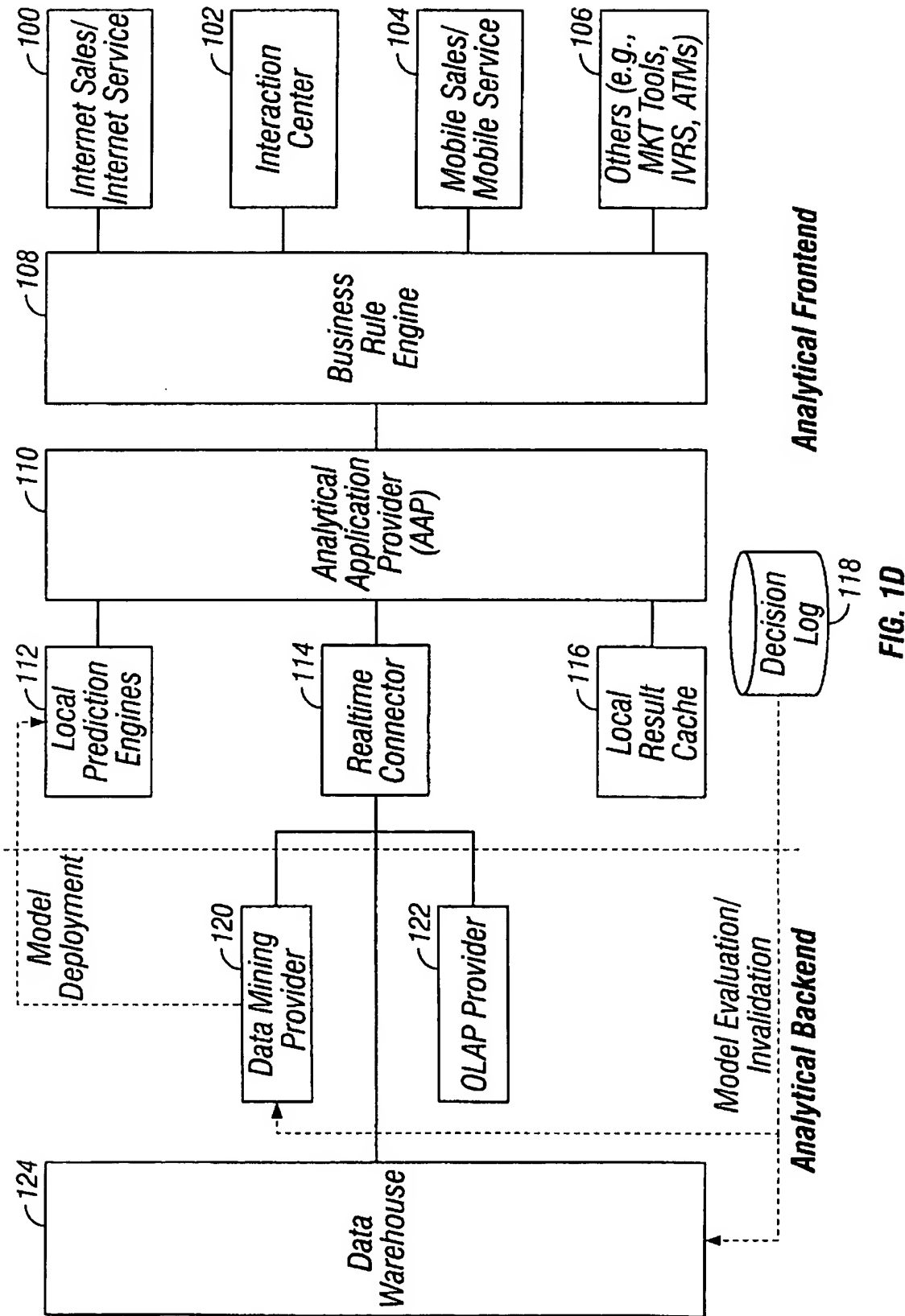


FIG. 1C

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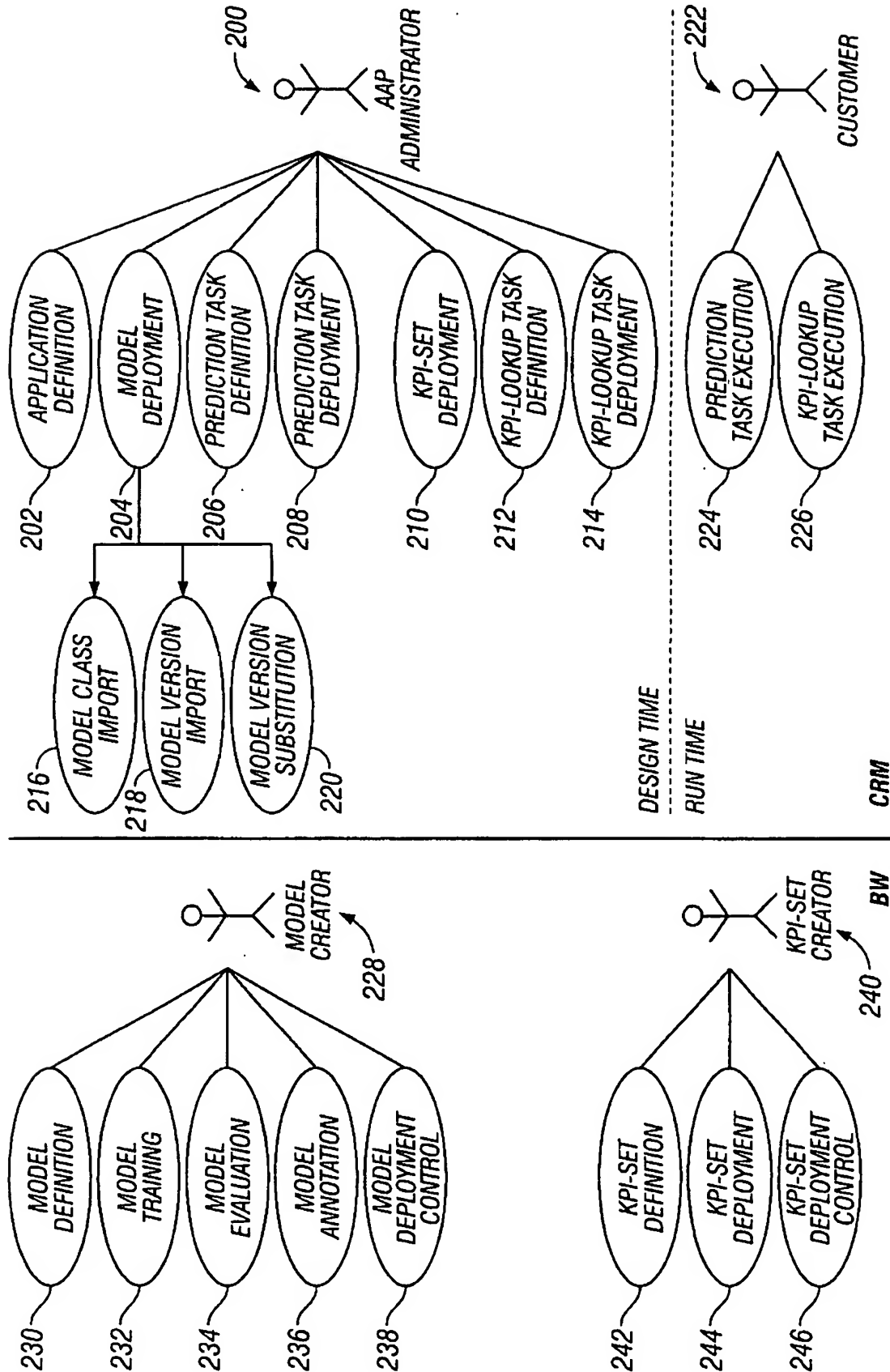


FIG. 2

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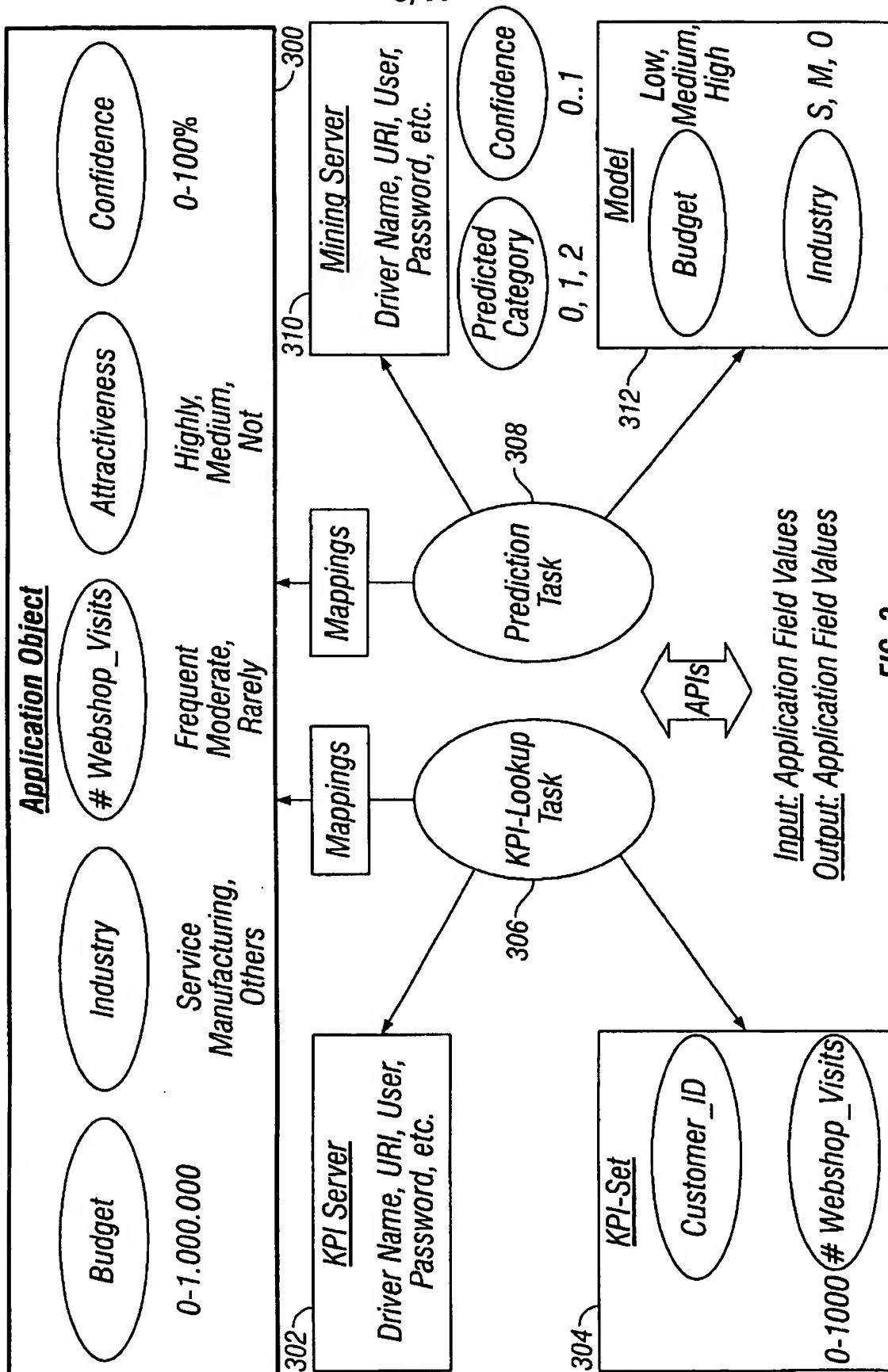


FIG. 3

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400

Application Declaration

Application name: Internet Sales 402

Description: CRM Internet Sales Appl. 404

IMPORT METADATA.. 406

Application Fields:

Name	IN/OUT	Data Type
BIRTH_DATE	IN	Date
SHOPPER_GENDER	IN	String
CUSTOMER	IN	String
SHOPPING_CATEGORY	OUT	String
REVENUE_LASTYEAR	OUT	Real

408

410

CREATE PREDICTION TASK..

SHOW DEFAULT MAPPINGS..

412

CREATE KPI-LOOKUP TASK..

FIG. 4

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Model Class Details

Mining Model Class: MyCustClass

Classification of customers

Description:

This model classifies our customers in classes based on profile data they have specified when they logged on to our Internet shop and based on data taken from Customer master data.

No of Versions: 2

Prediction Input Fields

CUSTOMER_AGE details

CUSTOMER_GENDER details

CUSTOMER_ORDERS details

CUSTOMER_REVENUE details

Prediction Output Fields

PREDICTED_CLASS details

FIG. 5A

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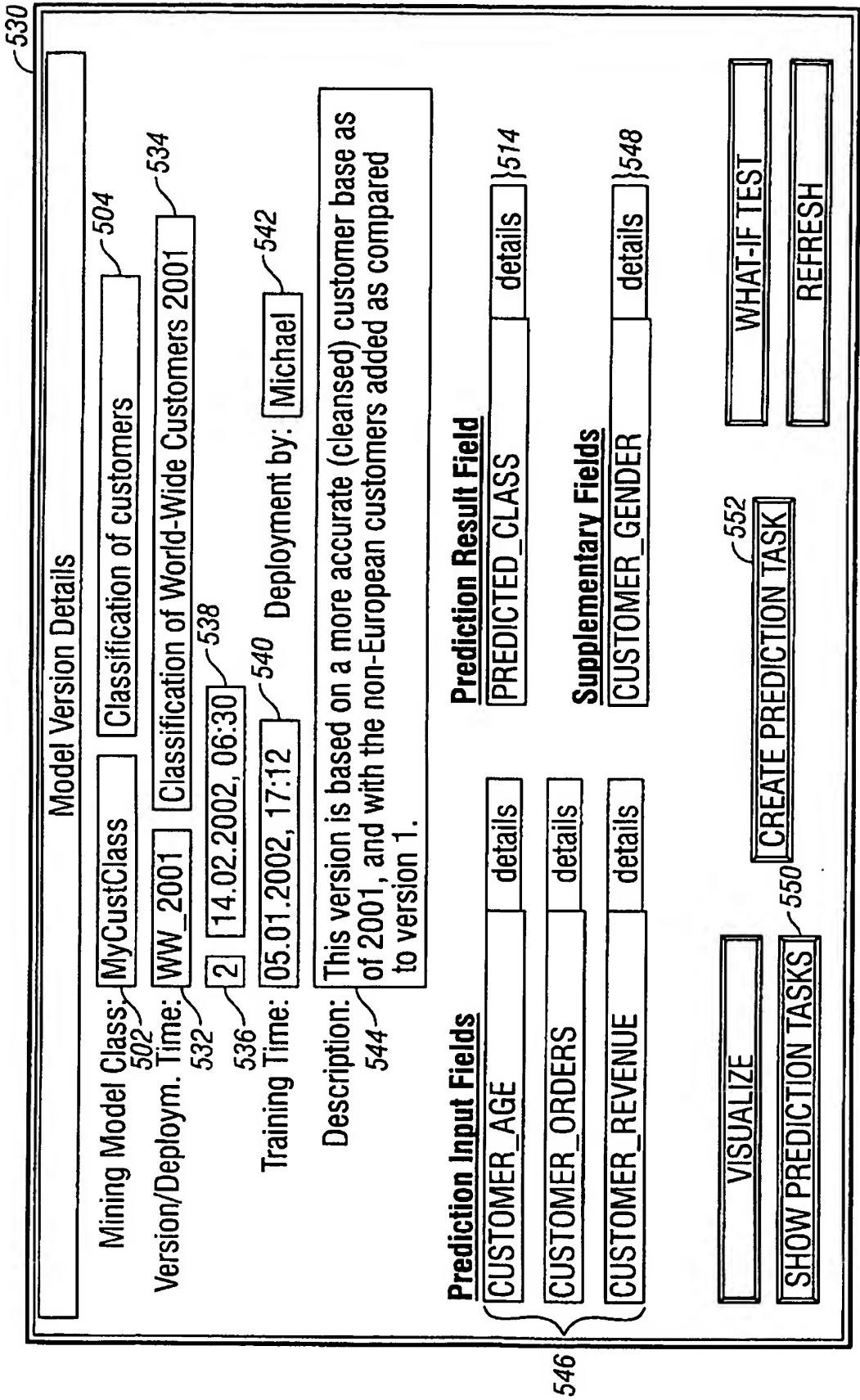


FIG. 5B

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600

Model Class: Field Details

Mining Model Class: 602 [My Mining Model] 604 [Classification of customers]

Version: 606 [WW_2001] 608 [Classification of World-Wide Customers 2001]

Prediction Input Field: 610 [CUSTOMER_AGE] 612 [Age of customer in years [1..200]]

PMML Type: 614 [CONTINUOUS] 616 [NON-CYCLIC]

Data Type: 618 [Integer]

Description: 620 [This field contains the age of the customer in years [1..200]]

FIG. 6A

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630

Model Version: Field Details

Mining Model: My Mining Model 602

Version/Training Time: 2 14.02.2002, 06:30 636

634

Prediction Input Field: CUSTOMER_AGE 610

612

Age of customer in years [1..200]

Description:

640

This field contains the age of the customer in years [1..200].
In this version, the mean age of our customers is about 35
with only few customers younger than 20...

FIG. 6B

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702

704

700

Prediction Task ID/Name: 708IS_CUST_CLASSchange706Internet Sales Customer Classificat.

Application: 710Internet Saleschange714CRM Internet Sales Appl.

Mining Model Class: 712My Mining Modelchange718Classification of customers

Version: 7162 WW_2001change722World-Wide Customers 2001

Prediction Engine: SAP_LocalPredServerchangeSAP Local Prediction Server

Prediction Input Field 720

CUSTOMER_AGE

details

Value mapping

BIRTH_DATE

KPI

CUSTOMER_GENDER

details

Value mapping

SHOPPER_GENDER

KPI

CUSTOMER_ORDERS

details

5

KPI

CUSTOMER_REVENUE

details

REVENUE_LASTYEAR

KPI

Prediction Output Field

PREDICTED_CLASS

details

Value mapping

SHOPPING_CATEGORY

CONFIDENCE

details

Value mapping

-

WHAT-IF TEST

DEFAULT MAPPING

UNKNOWN APPLICATION

FIG. 7A

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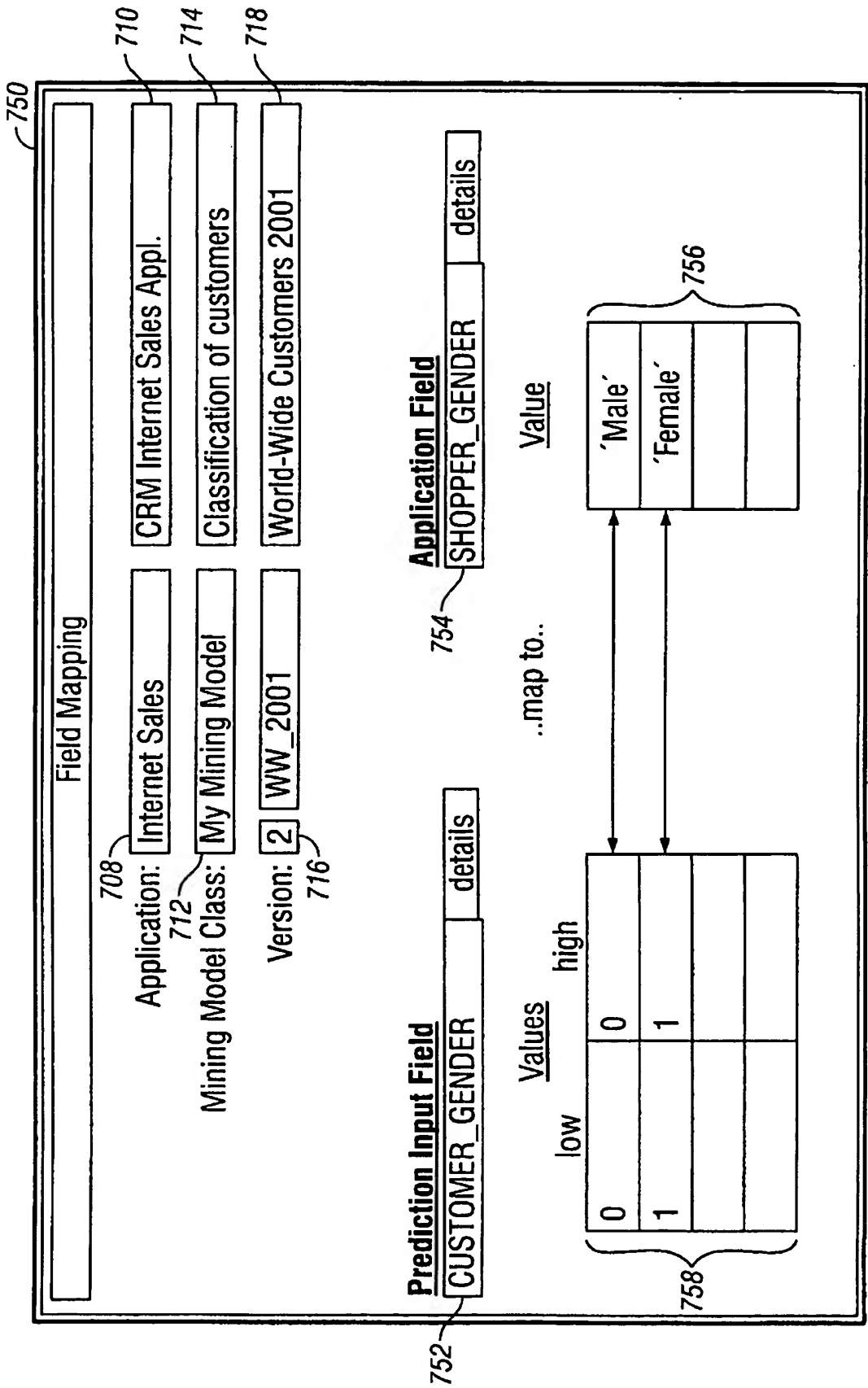


FIG. 7B

760

FIG. 7C

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800

802

KPI-Set Details

804

KPI-Set: REVPROF_2001

Revenue + Profit for Customers in 2001

806

Description: This KPI-Set contains the revenue and the profit for all customers in 2001

Source System/Object: J20

ZCRM_REVPROF

808

Key Fields

CUSTOMER_ID

Type

String

810

Key Fields

Revenue

Real

Profit

Real

Online/Offline

offline

online

812

CREATE KPI-LOOKUP TASK

REFRESH

814

SHOW DISTRIBUTIONS

SHOW KPI-LOOKUP TASKS

FIG. 8

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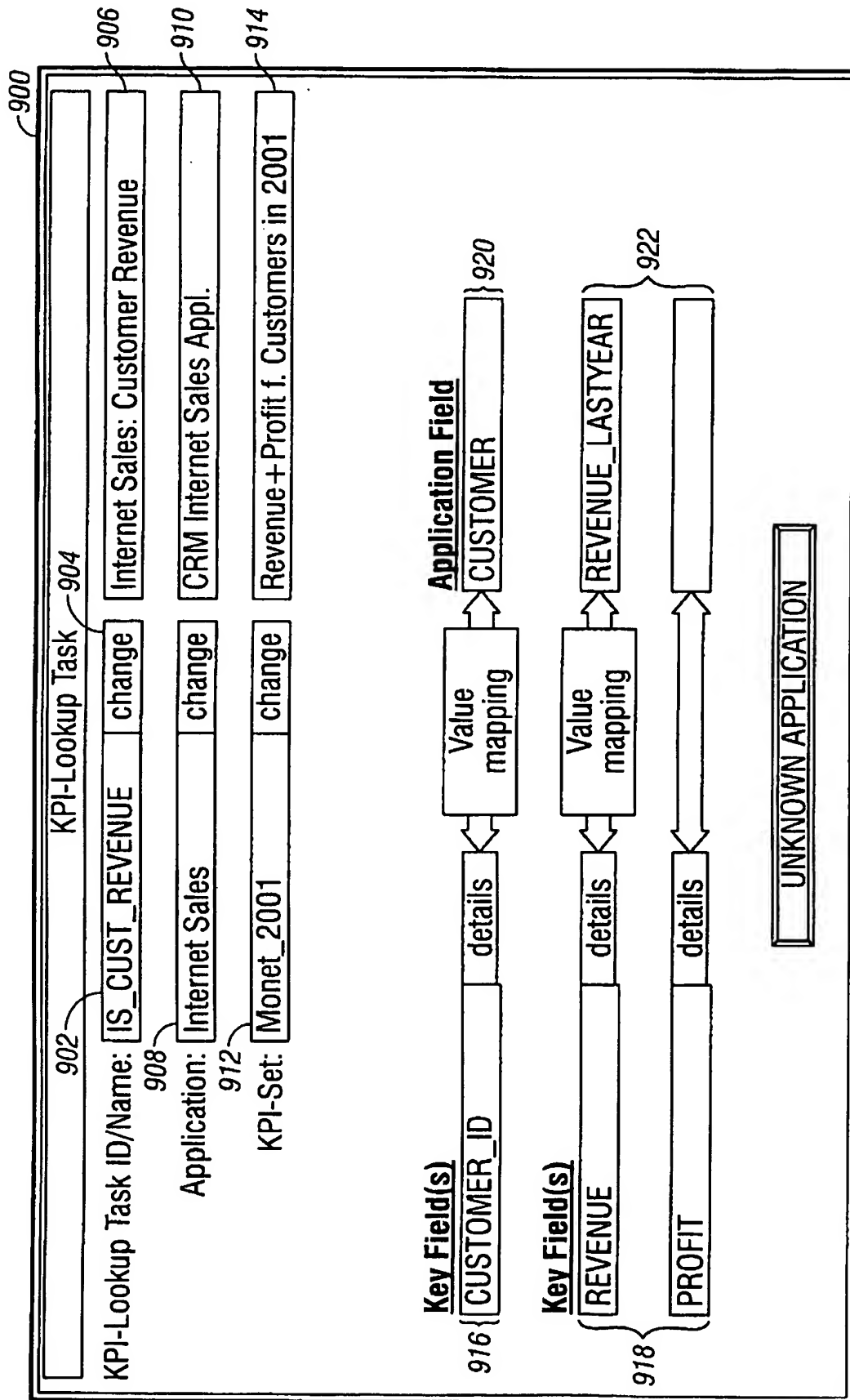


FIG. 9A

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950

Help

KPI-Task

Name	NoOfPurchases Lookup	Description	Lookup:No. of Purchases
Created by	kraiss	Created On	7/14/03 3:22 PM
Changed by	kraiss	Modified On	7/14/03 3:22 PM
Application	DemoApplication	Demo Application	
KPI Set	ZACRM_BPSET		

☐ LogActive

Field Mapping

KPI Set Field	KPI Field Type	Task Field Type	Description	Application Field	Preceding Tasks	Advanced Settings
ZACRM0BPARTNER	Key Field	Input Key	Business Partner Number	CUSTOMER_ID		Change
ZACRM_BUY	KPI from ODS	Output KPI	Purchases	ACRM_BUY		Change
ZACRM_COMP	KPI from ODS	Output KPI	Complaints			Change
ZACRM_SALE	KPI from ODS	Output KPI	Sales			Change
ZACRM_VAL	KPI from ODS	Output KPI	Customer Value			Change

FIG. 9B